

2015 UNITED KINGDOM Profile

Arrivals to the U.S.

Note: this temporary profile version will be replaced soon with the standard full version.

The full version will include 2015 travel export data for total, passenger fare, and change metrics.

TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015 / 2008
Arrivals		4,565	3,899	3,851	3,835	3,763	3,835	4,149	4,901	336
	% Change	1	-15	-1	0	-2	2	8	18	7

TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 ^p	Change 2015 / 2008
Total Travel & Tourism Exports ²		\$16,196	\$11,581	\$12,279	\$13,050	\$13,281	\$13,194	\$13,496	n/a	n/a
Travel Receipts (at U.S. destinations)		\$12,635	\$9,036	\$9,595	\$10,045	\$10,118	\$9,828	\$10,099	\$9,560	-\$3,075
Education Receipts		\$256	\$272	\$286	\$300	\$318	\$341	\$380	n/a	n/a
Other Business/Personal Receipts		\$12,212	\$8,591	\$9,118	\$9,539	\$9,596	\$9,275	\$9,497	n/a	n/a
Health/Border/Seasonal		\$167	\$173	\$191	\$206	\$204	\$212	\$222	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)		\$3,561	\$2,545	\$2,684	\$3,005	\$3,163	\$3,366	\$3,397	n/a	n/a
	% Change in Total Receipts	14	-28	6	6	2	-1	2	n/a	n/a

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Airlines	53	53	-0.5
Online Travel Agency	35	35	0.4
Personal Recommendation	21	22	0.8
Travel Agency Office	18	17	-1.0
Tour Operator/Travel Club	12	12	-0.5
Travel Guides	12	11	-0.1
Corporate Travel Dept.	10	10	0.1
National/State/City Travel Office	4	4	-0.2
Other	5	4	-0.8

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Vacation/Holiday	66	66	-0.2
Visit Friends/Relatives	18	19	0.5
Business	9	9	-0.2
Convention/Conference/Trade Show	4	5	0.5
Education	1	1	-0.1
Health Treatment	0.2	0.2	0.0
Religion/Pilgrimages	0.1	0.1	0.0
Other	1	0.2	-0.3

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Vacation/Holiday	75	75	0.1
Visit Friends/Relatives	28	29	1.0
Business	12	11	-0.6
Convention/Conference/Trade Show	5	6	0.8
Education	2	3	0.1
Religion/Pilgrimages	0.4	0.4	0.0
Health Treatment	0.3	0.3	0.0
Other	1	0.4	-0.4

Net Purposes of Trip:

Leisure & VFR	87	87	0.4
Business & Convention	16	15	-0.4

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Taxicab/Limousine	40	41	1.1
Rented Auto	33	34	0.9
City Subway/Tram/Bus	32	32	-0.1
Auto, Private or Company	31	30	-0.5
Air Travel between U.S. Cities	22	25	2.6
Ferry/River Taxi/Srt Scenic Cruise	13	13	-0.1
Bus between Cities	12	12	-0.5
Railroad between Cities	6	6	0.2

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Cruise Ship/River Boat 1+ Nights	7	6	-0.9
Rented Bicycle/Motorcycle/Moped	3	3	0.0
Motor Home/Camper	1	1	-0.2

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Shopping	88	88	-0.4
Sightseeing	81	82	1.0
National Parks/Monuments	38	39	0.8
Experience Fine Dining	36	36	-0.3
Small Towns/Countryside	31	31	0.1
Amusement/Theme Parks	29	31	2.0
Historical Locations	30	30	0.1
Guided Tours	30	29	-0.4
Art Gallery/Museum	27	28	1.0
Concert/Play/Musical	20	20	-0.1
Cultural / Ethnic Heritage Sites	14	15	0.6
Sporting Event	15	14	-1.0
Nightclubbing/Dancing	15	14	-1.7
Casinos/Gamble	12	12	-0.3
Water Sports	8	7	-1.3
Golfing/Tennis	5	5	0.0
Camping/Hiking	5	5	-0.2
American Indian Communities	4	4	-0.1
Environ./Eco. Excursions	3	3	-0.5
Hunting/Fishing	2	2	0.1
Snow Sports	2	1	-0.7
Other	2	2	-0.3

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	142	146	4.4
Advance Trip Decision Time (median days)	90	100	10.0
Prepaid Package	20	17	-3.2
First International Trip to the U.S.	16	15	-0.4
Length of Stay in U.S. (mean nights)	14.1	14.3	0.2
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	76	75	-0.9
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	79	80	0.5
Average # of Nights in Hotel/Motel	9.2	9.5	0.3
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	49	49	-0.3
Household Income (mean average)	\$ 116,131	\$ 110,891	-\$5,240
Household Income (median average)	\$ 90,000	\$ 88,207	-\$1,793
Average Age: Female (among adults)	43	43	0.0
Average Age: Male (among adults)	44	44	0.1

VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)	Market Share 2014 (Percent)	Volume 2014 ^r (000s)	Market Share 2015 (Percent)	Volume 2015 ¹ (000s)
Regions				
South Atlantic	38.12	1,582	39.52	1,937
Middle Atlantic	32.01	1,328	30.63	1,501
Pacific	17.25	716	18.14	889
Mountain	14.19	589	14.55	713
States				
Florida	28.94	1,201	30.96	1,517
New York	28.73	1,192	28.05	1,375
California	16.16	670	16.63	815
Nevada	11.40	473	11.02	540
Cities				
New York City	28.06	1,164	27.53	1,349
Orlando	18.69	775	21.03	1,031
Las Vegas	11.08	460	10.74	526
Miami	**	**	5.89	289

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Notes:

U.K. includes residents of England, Scotland, Wales, and Northern Ireland.

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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